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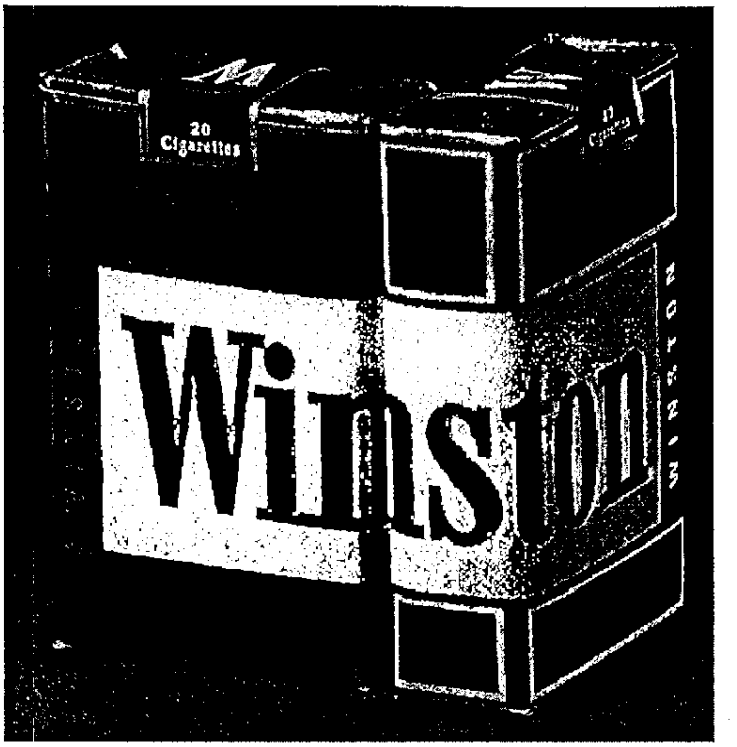
"NO-BULL DEAL"



- 1or 2 CARTON DISPLAYS
- 25-CENTS OFF PER PACK
- 5 BOX STYLES:

FULL-FLAVOR BOX

LIGHT BOX / LIGHT BOX 100s

ULTRA LT BOX / ULTRA LT BOX 100s

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RETAIL FLYER

Source: https://www.industrydocuments.ucsf.edu/docs/yqyn0000

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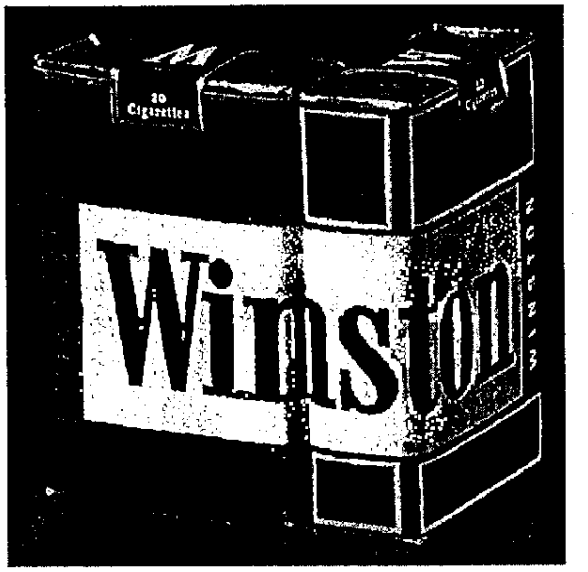
NEW WINSTON PACK PROMOTION



- ***5 BOX STYLES:*** ***FULL-FLAVOR BOX, LIGHT BOX, LIGHT BOX 100s ULTRA LIGHT BOX, ULTRA LIGHT BOX 100s***
- ***$1.00 PER STYLE INCENTIVE PAYMENT FOR BRAND STYLES SOLD TO LOWER VOLUME RETAIL STORES (100 CPW OR LESS).***
- ***$.25-OFF PER PACK PROMOTIONAL DISCOUNT.***
- ***SINGLE CARTON DISPLAYS / 2 STYLES PER CARTON MAXIMUM.***
- ***PROMOTIONAL POS INCLUDED WITH 1 CARTON DISPLAY.***
- ***ALL LOW VOLUME EXCEPT PM EXCLUSIVE & RJR PREBOOK/VAP RETAILERS ARE ELIGIBLE.***

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"ONE-SHEET" - SUBJOBBERS

Source: https://www.industrydocuments.ucsf.edu/docs/yqyn0000

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[redacted] WINSTON PACK PROMOTION DETAILS

❶ *DISTRIBUTE RETAIL FLYERS WITH EVERY ORDER DELIVERED TO STORES SELLING LESS THAN 100 CARTONS PER WEEK (A.S.A.P.)*

❷ *TELE-MARKET LOWER VOLUME RETAILERS. USE RETAIL PREBOOK FORM TO RECORD SALES OF WINSTON BOX STYLES.*

❸ *ASSEMBLE 1 CARTON DISPLAYS:*

- *FOLD FRONT PANEL OF CARTON HALF-WAY DOWN TO EXPOSE PACKS.*
- *BLACKLINE / STICKER PACKS ($.25-OFF)*
- *PLACE SMALL STARBURST INSIDE CARTON IN FRONT OF PACKS*
- *PLACE LARGE STARBURST BEHIND PACKS / STAPLE OR TAPE TO SECURE TO CARTON*
- *FOLD LARGE STARBURST DOWN IN FRONT OF PACKS TO "CLOSE" CARTON / SECURE WITH TAPE.*

NOTE: WRITE $.25-OFF ON BOTH STARBURSTS WITH BLACK MARKER

❹ ***PAYMENTS:***

$ 33.00 PER 12M CASE ASSEMBLED INTO 1 CARTON DISPLAYS W/REQUIRED POS.
$ 1.00 PER BRAND-STYLE SOLD PER LOCATION (1 TIME ONLY) - WHILE FULL CARTON SALES OF BRAND STYLES IS PREFERABLE, PAYMENT WILL BE MADE FOR CARTONS SPLIT INTO 2 BRAND STYLES (EX.- 5 PKS FF BOX, 5 PKS ULTRA BOX = $2.00 PAYMENT)
NOTE: DISTRIBUTION INCENTIVE WILL NOT BE PAID FOR BRAND STYLES SOLD TO PM EXCLUSIVE, RJR VAP / PREBOOK ACCOUNTS OR STORES SELLING OVER 100 CPW.

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SUBJOBBER INFORMATION

Source: https://www.industrydocuments.ucsf.edu/docs/yqyn0000

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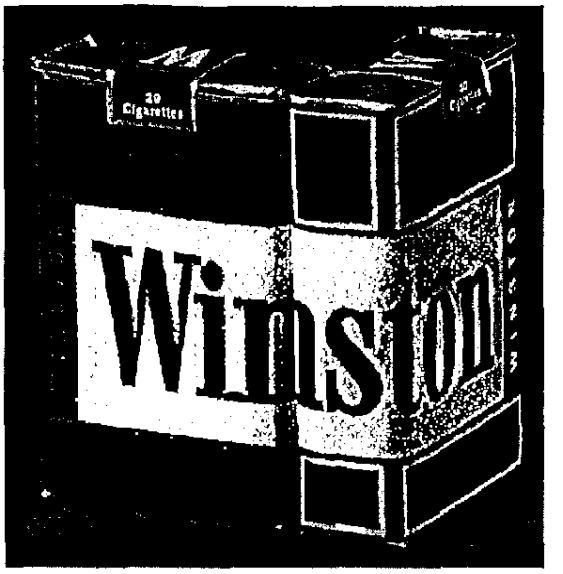
NEW WINSTON $.25 OFF/PACK PROMOTION



RETAILER _____ _____
ACCOUNT #

ADDRESS _____

_____
CITY STATE ZIP CODE

TELEPHONE _____ **SUPPLIER** _____

PLEASE SHIP WINSTON PROMOTION AS FOLLOWS:

(BLACKLINE / STICKER PACKS 25 CENTS-OFF)

_____ **WINSTON BOX** _____ **WINSTON LT BOX** _____ **WINSTON LIGHT BOX 100s**
CARTONS # CARTONS # CARTONS

_____ **WINSTON ULTRA LT BOX** _____ **WINSTON ULTRA LIGHT BOX 100s**
CARTONS # CARTONS

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RETAIL ORDER FORM - SINGLE CARTONS

Source: https://www.industrydocuments.ucsf.edu/docs/yqyn0000

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NEW WINSTON $.25 OFF/PACK PROMOTION

SUBJOBBER _____ _____
ACCOUNT #

ADDRESS _____

_____
CITY STATE ZIP CODE

TELEPHONE _____ **SUPPLIER** _____

PLEASE SHIP 2 CARTON DISPLAYS AS FOLLOWS:

(BLACKLINE / STICKER PACKS 25 CENTS-OFF)

# DISPLAYS	WINSTON BOX BRAND STYLES:
_____	_____
_____	_____
_____	_____
_____	_____

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SUBJOBBER PREBOOK - 2 CARTON DISPLAYS

Source: https://www.industrydocuments.ucsf.edu/docs/yqyn0000